

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Patent Application  
for Patent No. 5,711,100

**WILLIAM A. ELMER**

Serial No. 10/098,648

Filing Date: **March 15, 2002**

For: **VEHICLE ADVERTISING SIGN,  
SYSTEM AND METHOD**

Mail Stop Reissue  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313

Examiner: **Brian Green**

Art Unit: **3611**

Attorney Docket No. **8588.12RE**

Sir:

**APPLICANT'S RESPONSE TO MARCH 7, 2011 OFFICE ACTION**

Responsive to the Examiner's Office Action of March 7, 2011, Paper No./Mail Date 20100918, please enter the amendments and remarks set forth below as well as the Reissue Application Declaration of William A. Elmer. The Commissioner is hereby authorized to charge or credit any discrepancies in fee amounts to Deposit Account No. 01-0484.